

Docket No. 49298-035

Application No. 09/737,616

Amdt. dated May 21, 2004 in Reply to the O.A. dated Feb. 26, 2004

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) ~~A method of promoting a product or service, the method comprising~~  
At least one computer-readable memory in which computer-executable instructions are stored,  
wherein execution of the instructions by at least one computer causes the at least one computer to  
implement or initiate the steps of:
  - inviting a user to visit a web site;
  - presenting material that promotes the product or service to the user when the user visits the web site;
  - presenting questions to the user, wherein the questions ~~relate to~~ test whether the material presented in the material-presenting step has been absorbed by the user;
  - accepting, from the user, responses to the questions presented in the question-presenting step;
  - determining whether a sufficient number of the responses accepted in the accepting step are correct; and
  - providing a reward to the user if it is determined, in the determining step, that a sufficient number of the responses are correct.

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2. (currently amended) The ~~method~~memory of claim 1, wherein the inviting step comprises the step of distributing a tangible object upon which a URL for the web site is printed.
3. (currently amended) The ~~method~~memory of claim 1, wherein the inviting step comprises the step of sending an email containing a URL for the web site.
4. (currently amended) The ~~method~~memory of claim 1, wherein the sufficient number in the determining step is 100% of the number of questions presented in the question-presenting step.
5. (currently amended) The ~~method~~memory of claim 1, wherein the sufficient number in the determining step is about 80% of the number of questions presented in the question-presenting step.
6. (currently amended) The ~~method~~memory of claim 1, ~~further comprising wherein execution of the instructions further causes the at least one computer to implement~~ the step of selecting the product or service that is promoted from a plurality of products and/or services based on a code provided by the user, wherein the selecting step is implemented prior to the material-presenting step.
7. (currently amended) The ~~method~~memory of claim 1, ~~further comprising wherein execution of the instructions further causes the at least one computer to implement~~ the steps of:

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informing ~~athe~~ user when an insufficient number of the responses accepted in the accepting step are correct;

accepting corrected responses to at least one of the questions that were answered incorrectly; and

providing a reward to the user after the corrected responses have been accepted in the corrected-response accepting step.

8. (currently amended) The ~~method~~memory of claim 1, wherein the questions in the question-presenting step are all presented during a first interval of time, and the responses in the accepting step are all accepted during a second interval of time that follows the first interval of time.

9. (currently amended) The ~~method~~memory of claim 1, wherein the questions in the question-presenting step are presented individually, and the response for each respective question is accepted in the accepting step before any subsequent questions are presented.

10. (currently amended) The ~~method~~memory of claim 1, wherein the questions in the question-presenting step are presented individually, wherein the response for each respective question is accepted in the accepting step before any subsequent questions are presented,

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wherein a determination of correctness is made in the determining step for each accepted response before any subsequent questions are presented,

wherein the user is informed when an accepted response is incorrect before any subsequent questions are presented, and

wherein a corrected response is accepted before any subsequent questions are presented.

11. (currently amended) The ~~method~~memory of claim 1, ~~further comprising wherein execution of the instructions further causes the at least one computer to implement the step of tracking, in a database, the responses accepted in the accepting step.~~

12. (currently amended) The ~~method~~memory of claim 1, wherein the questions presented in the question-presenting step are multiple-choice questions.

13. (currently amended) ~~A method of promoting a product or service, the method comprising~~  
At least one computer-readable memory in which computer-executable instructions are stored,  
wherein execution of the instructions by at least one computer causes the at least one computer to  
implement or initiate the steps of:

presenting material that promotes the product or service to ~~the~~ a user when the user visits a web site;

presenting a question to the user, wherein the question ~~relates to tests whether the~~  
material presented in the material-presenting step has been absorbed by the user;

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accepting, from the user, a response to the question presented in the question-presenting step;

determining whether the response accepted in the accepting step is correct; and

providing a reward to the user if it is determined, in the determining step, that the response is correct.

14. (currently amended) ~~The method~~memory of claim 13, ~~further comprising wherein execution of the instructions further causes the at least one computer to implement the step of~~ inviting a user to visit the web site, wherein the inviting step is performed prior to the material-presenting step.

15. (currently amended) ~~The method~~memory of claim 13, ~~further comprising wherein execution of the instructions further causes the at least one computer to implement the steps of:~~  
informing a user when the response accepted in the accepting step is incorrect;  
accepting ~~a~~ the corrected response to the presented question; and  
providing a reward to the user after the corrected response has been accepted in the corrected-response accepting step.

16. (currently amended) ~~A method of promoting a product or service, the method comprising~~  
At least one computer-readable memory in which computer-executable instructions are stored,  
wherein execution of the instructions by at least one computer causes the at least one computer to  
implement or initiate the steps of:

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inviting a user to visit a web site;

presenting material that promotes the product or service to the user when the user visits the web site;

presenting questions to the user, wherein the questions ~~relate to~~ test whether the material presented in the material-presenting step has been absorbed by the user;

accepting, from the user, responses to the questions presented in the question-presenting step;

determining whether a response to each of the questions presented in the question-presenting step has been accepted;

notifying the user when a response accepted in the accepting step is incorrect; and

providing a reward to the user if it is determined, in the determining step, that a response has been accepted for each of the questions.

17. (currently amended) The ~~method~~memory of claim 16, ~~further comprising wherein~~ execution of the instructions further causes the at least one computer to implement the step of informing the user of the correct response when a response accepted in the accepting step is incorrect.

18. (currently amended) The ~~method~~memory of claim 16, wherein the inviting step comprises the step of distributing a tangible object upon which a URL for the web site is printed.

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19. (currently amended) The ~~method~~memory of claim 16, wherein the inviting step comprises the step of sending an email containing a URL for the web site.

20. (currently amended) The ~~method~~memory of claim 16, ~~further comprising wherein~~  
execution of the instructions further causes the at least one computer to implement the step of  
selecting the product or service that is promoted from a plurality of products and/or  
services based on a code provided by the user, wherein the selecting step is  
implemented prior to the material-presenting step.

21. (currently amended) The ~~method~~memory of claim 16, ~~further comprising wherein~~  
execution of the instructions further causes the at least one computer to implement the step of  
tracking, in a database, the responses accepted in the accepting step.